

PERSONAL BRANDING MASTERY

Personal Values

Accountability	Achievement	Adaptability
Ambition	Attitude	Awareness
Balance (home/work)	Being the best	Caring
Coaching Mentoring	Commitment	Community Involvement
Compassion	Competence	Conflict Resolution
Continuous learning	Cooperation	Courage
Creativity	Dialogue	Ease with uncertainty
Enthusiasm	Entrepreneurial	Environmental
Efficiency	Ethics	Excellence
Fairness	Family	Financial stability
Forgiveness	Friendships	Future generations
Generosity	Health	Honesty
Humility	Humor/fun	Independence
Integrity	Initiative	Intuition

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Job security	Leadership	Listening
Making a difference	Open communication	Openness
Patience	Perseverance	Professional Growth
Personal fulfillment	Personal growth	Power
Recognition	Reliability	Respect
Responsibility	Risk-taking	Safety
Self-discipline	Success	Teamwork
Trust	Vision	Wealth
Well-being	Wisdom	

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DISCOVER YOUR TRUE VALUES

Think of a meaningful moment in time, think of one of your best days: a powerful experience that stands out in your mind. Take some time to remember this powerful moment and follow these steps:

- 1) Describe that moment in detail and write the description.

Here is a piece from my most memorable experiences:

It was beginning of the summer, I was in Amalfi for one of my passions: tourism sites. I was there not only to see some hotels, discuss and sign contracts, but to meet the people. I wanted for my site more than having the best options; I wanted to share and offer my best experiences to others. I wanted to see how people will be treated there, I wanted to build and to strengthen my relationship with people that will be there for the customers. I still remember being in the middle of the water, with a cold Italian beer, surrounded by the tranquility of the sea and looking to the houses built into the rock, on the coast. This is what I would choose for many evenings of my life. It's pretty much perfection.

What meaningful moment did you choose, what is the peak experience taken into account?

- 2) Think about 5 values which define you best, relating to your experience. If I think to my experience, I value:

- Meaningful relationships
- Passion
- Excellence
- Originality
- Adventure

- 3) Out of those 5 values, identify the value most important to you

From the 5 values I identified above, what I value most is having meaningful relationships with people. Being able to connect with people on deep levels.

- 4) Define the meaning behind the values YOU chose.

It's important to be clear about the meaning behind the values you chose. Sometimes two people can have different interpretations of the same word.

To me, "meaningful relationships" are the best experience of life. They mean engagement and positive outcome and there is nothing more empowering for me.

Now, that you started building your self-awareness by identifying your values and you get also clarity around your life, let's move further. Are you building your life around what's important to you?

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For each core value you identified, give yourself a score of 1 to 5, where 1 indicates I am really not living this value and 5 indicates I deeply and consistently live this value. Figure out whether or not others would be able to see this value in your day-to-day interactions. Letting others see your values and also discussing them with others is powerful and relevant to any leader.

On a leadership level, when we align with our values on a daily basis, we have more energy and feel more fulfilled because we are leading from what's important to us.

When it comes to **happiness and fulfillment**, understanding your values is fundamental.

It's important to write out your answers rather than just thinking about them. When I think to the times when I had success, I realize my core values are the below ones:

Happiness	Meaningful relationships	Originality
Friendship	Teamwork	Humor
Passion	Excellence	Altruism
Fairness and integrity	Determination, a very strong drive	Connection
Respect	Winning	Recognition
Grace	Control	Competition

Continue writing. List all the things that are most important to you, the things you want to do.

Your values influence your behaviors, your choices and your emotions. Your values influence your habits, your lifestyle and your social experiences.

Values are who you are, not who you think you should be in order to fit in.

If we don't know what's important to us, we spend a lot of time wandering and wondering what we should be doing. There is tremendous power in discovering and living according to our highest values, and experiencing inner peace as the natural consequence.